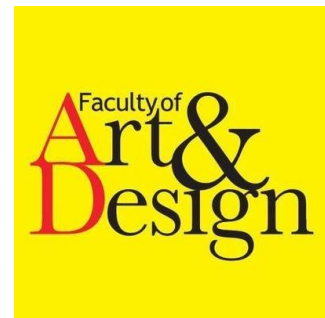




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UiTM CAMPUS PUNCAK ALAM CAWANGAN SELANGOR

FACULTY OF ART AND DESIGN

ENT530 PRINCIPLE OF INTREPRENEURSHIP

SOCIAL MEDIA REPORT

AD241 5C

MADAM SALZAINNA ZAINUL ABIDIN

**NAME:** NURUL SHAHIRA BINTI MOHD KHAIRULNIZAM

**ID STUDENT:** 201822314

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# INTRODUCTION OF BUSINESS

Business plays a major role within our society. It is a creative and competitive activity that continuously contributes to the shaping of our society. By satisfying the needs and wants people cannot satisfy themselves, businesses improve the quality of life for people and create a higher standard of living.

Business represents an organised effort by an individual or group of individuals engaged in making a living. It, therefore, includes all those activities which involve production or purchase of goods or rendering of certain services with the object of selling them at a profit. It is expected of business to provide goods and services to the society in an effective manner. That is, while it should aim at earning profit, it should also keep in view the interest of its customers who should feel satisfied after they have. Though the term 'business' has been defined by different authors in their own ways, there is not much difference in the essence of their definitions. For example according to Urwick and Hunt, "Business is any enterprise which makes, distributes, or provides any article or service which other members of the community need and are able and willing to pay for."

Almost the same views have been expressed by Davis when he defines business as "the organised effort by individuals to produce goods and services, to sell these goods and services in market place, and to reap some reward for this effort." Thus, business, on the one hand, aims at earning profit for itself and, on the other, it provides required goods and services to the members of the society at a price that they can afford. Therefore, Davis and Blomstorm are very right when they say, "Business comprises all profit-seeking activities and enterprises that provide goods and services necessary to an economic system." Thus, while profits are a primary mechanism for motivating business activities, meeting needs of the people is one of the main objectives of business. Business is the economic pulse of a nation, striving to improve the society's standard of living. Thus, business means the total enterprise of a country in manufacturing, industry, finance and commerce. It may be public enterprise or a private enterprise or the like.

# CREATE FB PAGE



The Fb page is using NSCHA Cheesy powder name. It is because the owner is selling their product of Cheese Powder. The name of NSCHA is about the real name owner of their product. The Fb page have their own logo, cover page, teaser, hard sell, soft sell and some of video to attract the customer to buy the product.

## CUSTOM URL FB PAGE

Assalamualaikum and hi everyone

I am Nurul Shahira Binti Mohd Khairulnizam, a student Bachelor of Graphic Design (Hons) UiTM Puncak Alam. I am currently doing a Social Media Portfolio assignment for my principle of Entrepreneurship (ENT530). It would be really helpful and much appreciate if you spend some of your time by clicking the “LIKE 👍” button by visiting my Facebook page as it will helps in contributing marks for this subject.

Thank you in advance for your time and kindness, may Allah ease your journey and bless all of you 😊

<https://www.facebook.com/CheesepowderbyShahira/>

#NSCHACheesePowder